

HMM  
6-28-01

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re application of: **Moore**

§ Group Art Unit: **Not assigned**

Serial No.: **Not assigned**

§ Examiner: **Not assigned**

Filed: **Herewith**

§ Attorney Docket No.: **RSW920000110US1**

For: **Automated and Optimized Mass  
Customization of Direct Marketing  
Materials**

JC878 U.S. PTO  
09/766357  
01/19/01



**INFORMATION DISCLOSURE STATEMENT UNDER 37 C.F.R. 1.97**

Hon. Assistant Commissioner of Patents  
Washington, D.C. 20231

Sir:

Applicants request that the information listed on the attached Form PTO-1449 be considered by the Office during the pendency of the above entitled application, pursuant to 37 C.F.R. 1.97.

Please charge any fees necessary for prosecution of the present application to IBM Corporation Deposit Account No. 09-0461. If any extension of time is required, such extension is hereby requested. Please charge any additional required fee for extension of time to IBM Corporation Deposit Account No. 09-0461. A duplicate copy of this document is enclosed.

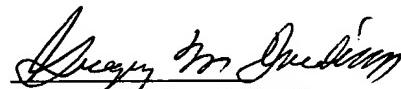
In accordance with 37 C.F.R. 1.97(h), the filing of this Information Disclosure Statement shall not constitute an admission that any information cited therein is, or is considered to be, material to patentability as defined in 37 C.F.R. 1.56(b). In the interest of full and complete disclosure to the Office, some or all of the art cited herein may not be considered by Applicant(s) or the Undersigned to

be material under the new standards of materiality defined in 37 C.F.R. 1.56(b), enacted March 16, 1992, but may be material under the old standard of materiality defined in 37 C.F.R. 1.56(a), last amended on November 28, 1988, or may merely be technical background which may be of interest to the Examiner. In accordance with 37 C.F.R. 1.97(g), the filing of this Information Disclosure Statement shall not be construed to mean that a search has been made.

This Information Disclosure Statement is being filed under 37 C.F.R. § 1.97(b) within three months of the filing date of the application, or before the mailing date of a first office action on the merits. No fee is required.

Respectfully submitted,

Date: 1/19/2001



Gregory M. Doudnikoff  
Reg. No. 32,847  
International Business Machines Corporation  
Intellectual Property Law  
Dept T 81, Bldg 503  
PO Box 12195  
Research Triangle Park, NC 27709  
919/254-1288

<b>Form PTO-1449</b>		ATTORNEY DOCKET NO. <b>RSW920000110US1</b>	SERIAL NO. <b>Not Assigned</b>		
<b>LIST OF PRIOR ART CITED BY APPLICANT</b> <i>(Use several sheets if necessary)</i>		APPLICANT <b>Moore</b>			
		FILING DATE	GROUP ART UNIT <b>Not Assigned</b>		
<b>U.S. PATENT DOCUMENTS</b>					
EXAMINER INITIAL	DOCUMENT NO.	PUBLICATION DATE	INVENTOR NAME	CLASS/ SUBCLASS	FILING DATE
AA	5,974,396	Oct. 26, 1999	Anderson et al.	705/10	Jul. 19, 1996
AB	5,970,471	Oct. 19, 1999	Hill	705/26	Mar. 22, 1996
AC	5,309,355	May 3, 1994	Lockwood	364/401	Sep. 3, 1993
AD	5,930,476	Jul. 27, 1999	Yamunachari et al.	395/200.54	May 26, 1996
AE	5,979,757	Nov. 9, 1999	Tracy et al.	235/383	Dec. 20, 1996
AF	5,493,491	Feb. 20, 1996	Calcerano et al.	364/403	Jan. 27, 1994
AG	5,861,906	Jan. 19, 1999	Dunn et al.	348/7	May 5, 1995
AH	5,799,157	Aug. 25, 1998	Escallon	395/227	Dec. 13, 1994
AI	5,227,970	Jul. 13, 1993	Harris	364/419	Jul. 6, 1990
AJ	5,115,501	May 19, 1992	Kerr	395/600	Nov. 4, 1988
<b>FOREIGN PATENT DOCUMENTS</b>					
EXAMINER INITIAL	DOCUMENT NO.	PUBLICATION DATE	COUNTRY	CLASS/ SUBCLASS	TRANSLATION YES NO
AK	EP 0 952 539 A2	27.10.1999	Europe	G06F 17/60	X
AL	10-320418	1998	Japan	G06F 17/30	X
<b>OTHER PRIOR ART</b> <i>(including author, title, date, pertinent page, etc.)</i>					
DATE CONSIDERED		EXAMINER			
EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP § 609; draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.					